Using your network to announce your new business

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Leveraging your existing network

- Everyone you know and who knows you counts as your network
- You probably have between 30-300 people in your network, but at a bare minimum, you want to email at least 10 of them
- Make a list of people you contacted through email in the last 6 months
- From these, only keep the ones who you know would respond if you contacted them now
- In the end, only contact the people who would really be interested in your product or have the problem that it solves